

FIG - 1

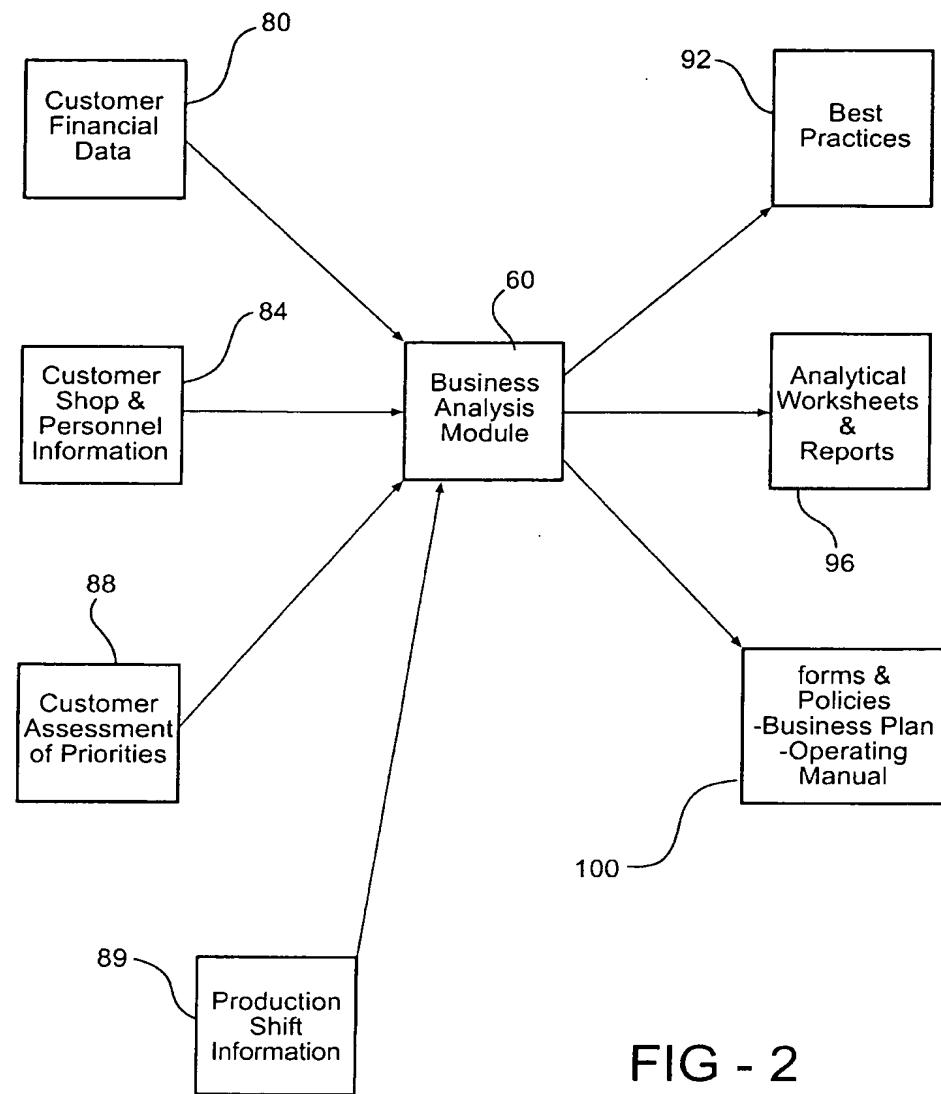


FIG - 2

SITE ARCHITECTURE

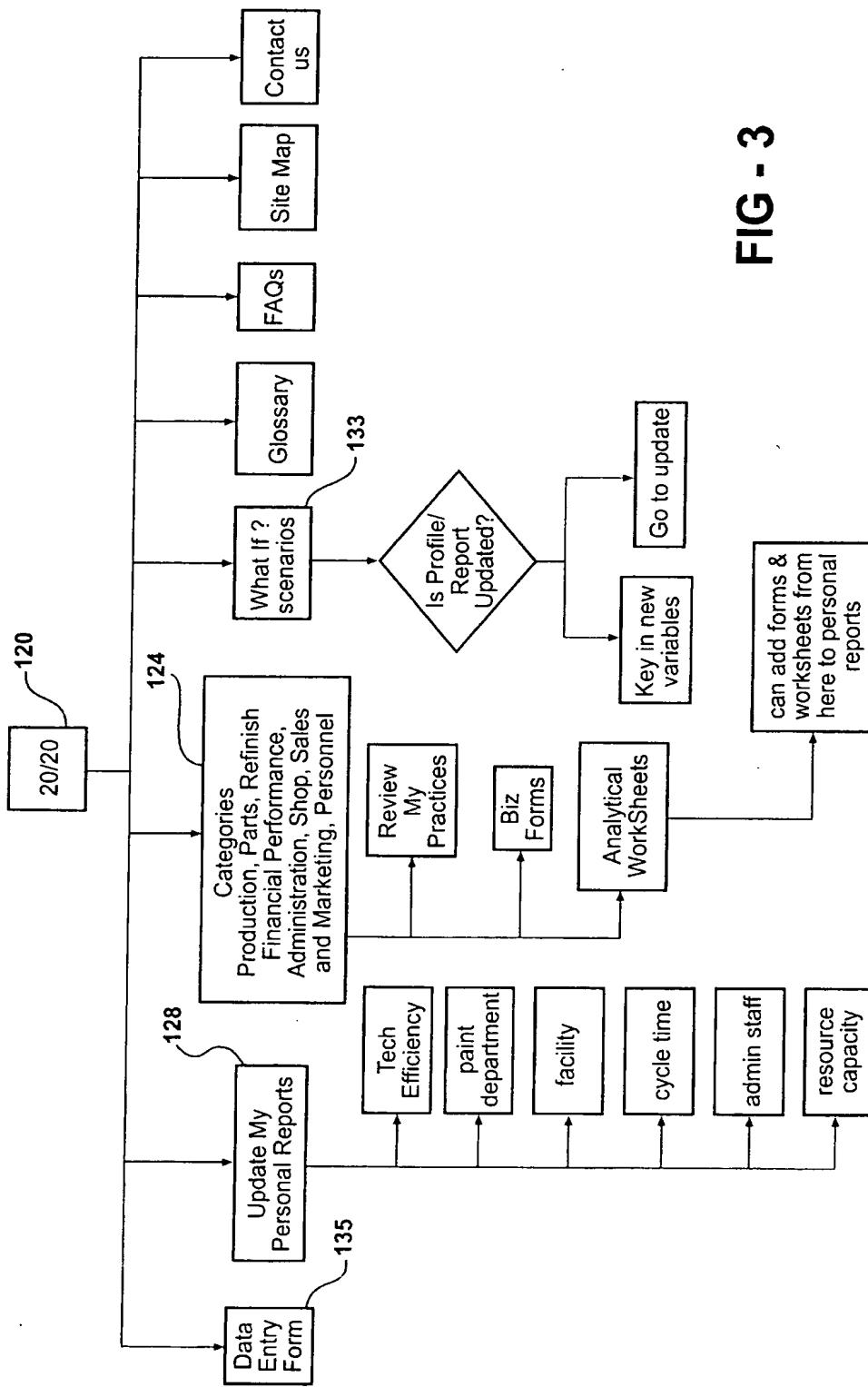
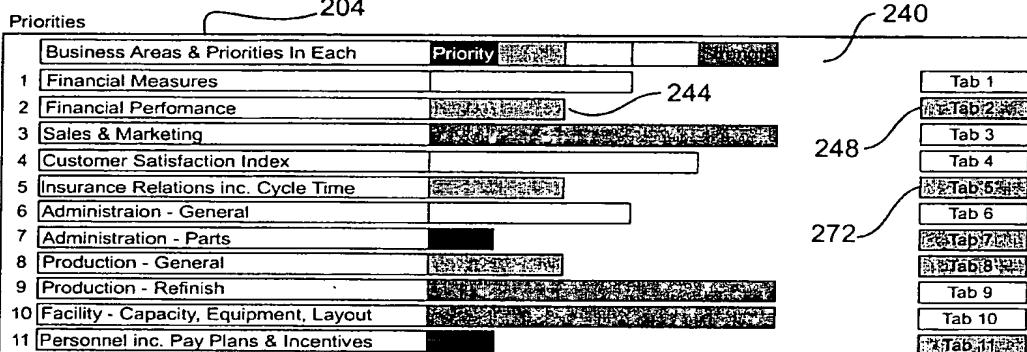


FIG - 3

2020 Recap: Performance - Priorities - Projections

Selected Key Performance Indicators	Your Shop	Ind Guides	Top 25%
1 Total Sales \$ (Annualized)	\$1,340,000	N/A	N/A
2 Total Gross Profit Percent	38.5%	40.0%	43.5%
3 Production Proficiency	115%	135%	150%
4 Production Staffing Density (Main Shift)	2.3 : 1	2.0 : 1	1.7 : 1
5 Monthly Sales / Administrative Emp	\$23,500	\$35,000	\$45,000
6 Monthly Sales / Estimator	\$111,500	\$140,000	\$160,000
7 Paint Cost / Paint Hr Billed	\$6.50	\$7.00	\$6.00
8 Monthly Gallons Waste / Paint Tech	5	5	2
9 Overall Customer Satisfaction Index	91.3%	90%	95.5%
10 Gross Profit \$ per Tech Clock Hour	\$27.40	\$35.00	\$45.00



Performance Factors	Sales	Gross Profit	GPS Improved
1 Current Performance (Annualized)	\$1,340,000	\$516,000	N/A
2 With 10% improvement in Production Proficiency	\$1,470,000	\$540,000	\$24,000
3 Performance with One Additional Technician	\$1,500,000	\$550,000	\$34,000
4 With 10% improvement in Parts : Labor Ratio	\$1,400,000	\$530,000	\$14,000
5 With 2% improvement in Labor Gross Profit	\$1,340,000	\$521,000	\$5,000
6 With 2% Improvement in Parts Gross Profit	\$1,340,000	\$520,000	\$4,000
7 With 2% improvement in Materials Gross Profit	\$1,340,000	\$518,000	\$2,000
8 With Cumulative Impact of All Improvements	\$1,600,000	\$640,000	\$124,000

Main Shift Only	Main Shift Plus OT or Sat	Main Shift & 2nd Shift	Main Shift, 2nd Shift & Sat

212

264

260

268

FIG - 4

FIG - 5

Sales & Marketing: Selling and Sources of Business

Note: This is the Sales & Marketing 'Sub-Page', the 1st of 11 Sub-pages

N/A	Weak	Avg	Strong
-----	------	-----	--------

- 1 Customer 1st Impression of Your Facility
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 350
- 2 Customer 1st Impression of Your Employees
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 3 2nd Impressions
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 4 Sales Close % on Estimates Written
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 5 Maximizing Repeat & Customer Referrals
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 6 Maximizing Insurance DRP Business
[Cycle Time Performance \(CTP\)](#) [Link to Unique Cycle Time Measurement Tools](#)
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 7 Maximizing Employee Referrals
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 8 Maximizing Dealership & Fleet Referrals
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 9 Maximizing 'Exposure' of Location
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 10 Advertising & Marketing Promotion
[Checklist and Action Planner](#) [Link to Detail Below](#)
- 11 Yellow Pages & Directories
[Checklist and Action Planner](#) [Link to Detail Below](#)

FIG - 6

Sales & Marketing: Selling and Sources of Business

Note: This is the Sales & Marketing ' Sub-Page', the 1st of 11 sub-pages

		N/A	Weak	Avg	Strong	Add to 90-Day Plan	Add to One-Year Plan
	1 Customer 1st Impression of Your Facility						
	Overall Impression from street						
	Signage						
	General Appearance of Building						
	Clear wide entrance						
380	Appearance of Parking Area						
	Parking places available						
	Parking places well marked						
	Estimating area marked						
	Appearance of Reception Area						
	Clean						
	Comfortable						
	2 Customer 1st Impression of Employees						
	Telephone Answering & Handling						
	Prompt						
	Strong & Courteous Greeting						
	Consistent greeting by all						
	Back-up answering responsibility						
	Customer Service Representatives						
	Consistently courteous						
	Consistently Professional						
	Consistently Customer Focused						
	Impression of sales representatives						
	Consistently Courteous						
	Consistently Professional						
	Consistently Customer Focused						
	3 2nd Impressions						
	Reception Area: Info on Display						
	Steps in the Repair Process						
	Refinish Warranty						
	Employee Training Certifications						
	Photos / Testimonials						
	Production Area						
	Neat & Clean 100% of time						
	Employees in Uniforms						

FIG - 7

Sales & Marketing: Selling and Sources of Business

Note: This is the Sales & Marketing ' Sub-Page', the 1st of 11 sub-pages

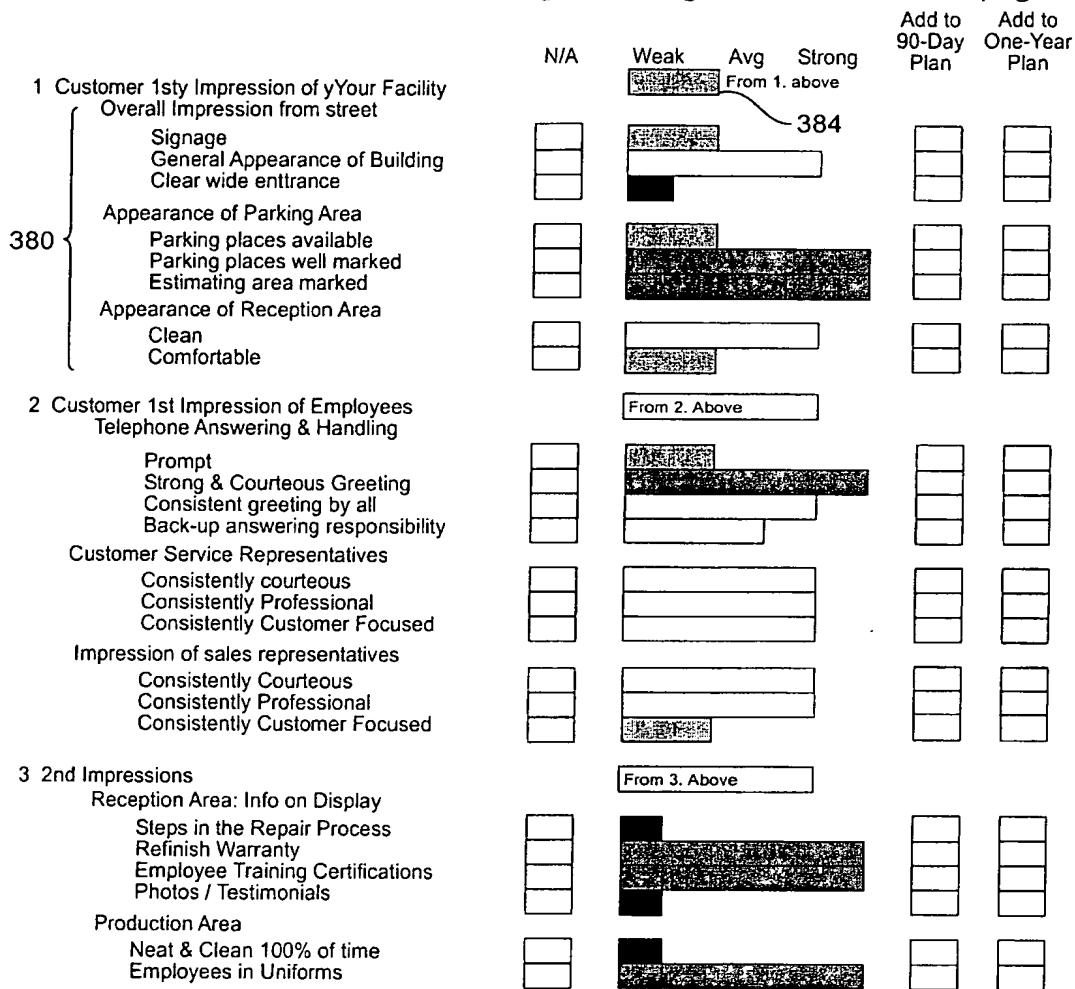


FIG - 8

Sales & Marketing: Selling and Sources of Business

Note: This is the Sales & Marketing 'Sub-Page', the 1st of 11 Sub-pages

	N/A	Weak	Avg	Strong
1 Customer 1st Impression of Your Facility	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
				384
2 Customer 1st Impression of Your Employees	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
3 2nd Impressions	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
4 Sales Close % on Estimates Written	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
5 Maximizing Repeat & Customer Referrals	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
6 Maximizing Insurance DRP Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Cycle Time Performance (CTP)		Link to Unique Cycle Time Measurement Tools		
Checklist and Action Planner		Link to Detail Below		
7 Maximizing Employee Referrals	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
8 Maximizing Dealership & Fleet Referrals	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
9 Maximizing 'Exposure' of Location	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
10 Advertising & Marketing Promotion	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		
11 Yellow Pages & Directories	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Checklist and Action Planner		Link to Detail Below		

FIG - 9

Glasurit Leaders Group - Member Data Entry Form

Name of Business Street Address City, State, Zip	<input type="text"/>	Part of multiple shop ownership group? Yes <input type="checkbox"/> No <input type="checkbox"/> Name of group
Contact Title Phone Fax e-mail	<input type="text"/>	Data covers how many months? Final month of data Today's Date (Mo / Yr)
		<input type="text"/>
		Management System(s) <input type="text"/>
Dealer <input type="checkbox"/> or Independent <input type="checkbox"/> If Dealer, please list primary franchise(s)	<input type="text"/>	Estimating System(s) <input type="text"/>
		<input type="text"/>

Priorities

	Opportunities / Weaknesses vs. Management Strengths		
	Weak	Average	Strong
Financial Measures	<input type="text"/>	<input type="text"/>	<input type="text"/>
Financial Performance	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sales & Marketing	<input type="text"/>	<input type="text"/>	<input type="text"/>
Customer Satisfaction	<input type="text"/>	<input type="text"/>	<input type="text"/>
Insurance Rel & CTP*	<input type="text"/>	<input type="text"/>	<input type="text"/>
Admin - General	<input type="text"/>	<input type="text"/>	<input type="text"/>
Admin - Parts	<input type="text"/>	<input type="text"/>	<input type="text"/>
Production - General	<input type="text"/>	<input type="text"/>	<input type="text"/>
Production - Refinish	<input type="text"/>	<input type="text"/>	<input type="text"/>
Facility-Equip-Layout	<input type="text"/>	<input type="text"/>	<input type="text"/>
Personnel-Pay Plans	<input type="text"/>	<input type="text"/>	<input type="text"/>

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Facility, Employees & Shift Profile

84	No. of Metal Stalls inc. Frame	<input type="text"/>	84	No. Admin Emp inc. Estimators Memo: No. Estimators	<input type="text"/>
	Number of Metal Techs	<input type="text"/>			
	No. Refinish Stalls inc. Booth	<input type="text"/>			
	Number of Paint Booths	<input type="text"/>			
	Number of Refinish Techs	<input type="text"/>			
	No. Detailing Stalls	<input type="text"/>			
	No. of Detailing Techs	<input type="text"/>			
	No. Mechanical/Other Stalls	<input type="text"/>			
	No. Mechanical/Other Techs	<input type="text"/>			
	Total # of Work Spaces	<input type="text"/>			
Total # of Technicians	<input type="text"/>				
			Sales Close Rate % Number of RO's for time period		
			Overall Cust. Sat. Index (CSI)		
			Production Dept Square Feet		
			84		

88

84

Number of Technicians by Shift / by Day	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	Number of Techs	Average Hours	Number of Techs	Average Hours								
Day Shift Overtime	<input type="text"/>											
Afternoon Shift	<input type="text"/>											

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FIG - 10a

Glasurit Leaders Group - Member Data Entry Form

Sales, Gross Profit, Hours Sold & Hours Worked

Metal Labor Sales \$ Metal Labor Gross Profit \$ Refinish Labor Sales \$ Refinish Labor Gross Profit \$ Frame Labor Sales \$ Metal Labor Gross Profit \$ Warranty Labor Sales \$ Warranty Labor Gross Profit \$ Internal Labor Sales \$ Internal Labor Gross Profit \$ Mechanical & Other GP \$ Mechanical & Other GP \$ Total Labor Sales \$ Total Labor Gross Profit \$ Part Sales \$ Parts Gross Profit \$ Refinish Materials Sales \$ Refinish Materials Gross Profit \$ Sublet Sales \$ Sublet Cost of Sales Total Sales \$ Total Gross Profit \$ Fixed Overhead - Building \$ Fixed Overhead - Admin Staff \$ Variable Overhead \$ Total Overhead \$ Net Profit \$	Metal Labor Hours Sold Metal Labor Clock Hours Refinish Labor Hours Sold Refinish Labor Clock Hours Frame Labor Hours Sold Frame Labor Clock Hours Warranty Labor Hours Sold Warranty Labor Clock Hours Internal Labor Hours Sold Internal Labor Clock Hours Mechanical & Other Hrs Sold Mechanical & Other Clock Hrs Total Labor Hrs Sold Total Labor Clock Hours Paint Only Cost of Sales Monthly Gallons of Waste Cost to Remove Door Labor Rate \$ / Hr Mechanical Rate \$ /Hr Mat Allowance / Refinish Hour Memo: Selected Variable Overhead Values Media Advertising Yellow Pages / Directories Other Promotions Policy Adjustments Training - Admin Staff Training - Technicians
84	80,84

FIG - 10b

*Value from recent sample
of 50 shops.

Technician	Stalls per Technician
Production Efficiency	Main Shift Only
186	1.0
184	1.2
173	1.4
165	1.5
160	1.6
159	1.6
153	1.7
152	1.8
149	1.8
144	1.8
140	1.8
139	1.9
138	1.9
135	1.9
134	1.9
131	1.9
You are here → 130	1.9
129	2.0
129	2.0
128	2.0
124	2.0
122	2.0
120	2.1
120	2.2
119	2.2
118	2.1
117	2.3
116	2.3
114	2.3
113	2.4
113	2.4
112	2.4
111	2.4
110	You are here → 2.6
110	2.7
109	2.8
106	2.9
105	2.9
103	2.9
102	3.0
100	3.0
99	3.0
98	3.0
98	3.1
95	3.2
93	3.2
92	3.2
90	3.5
88	3.5
87	4.0

FIG - 11

237

239

241

243

FIG - 12

